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FAS DAY RESOURCE KIT

GETTING THE MESSAGE OUT



Getting the Message Out

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1 What One Person Can Do

Newspapers generally publish a page of opinion columns and letters to the editor. The letters page is an effective and easy way to raise awareness of an issue.

Here are some tips for writing and placing a letter:

- Make an outline. It will help you stay focused and act as a reminder to cover the key points you want to make.
- Express an opinion. Be clear and concise from the start and stay with one subject.
- Do not assume that readers understand the issue or your views. Give them enough information to help them clearly understand your issue and its importance.
- Keep the information local and pertinent to your community.
- Be clear and direct in your approach.
- Keep your letter short, around 200-400 words, depending on the policy for letter submission to your local paper. Longer is not always better.

You can reach a publication with your op-ed letter in three ways: phone, mail, or email. Begin by looking in the letters section of the paper or by calling the paper to find out the procedure for submitting a letter. By submitting it in the preferred format, your chances for publication will be increased. Give your article a week or so to arrive and then call the publication to be sure your letter was received and to answer any questions. Regardless of how you choose to approach a publication, be sure to include your name, hometown, daytime telephone number, and one line stating your credentials.

2 Public Speaking

Many people find public speaking to be one of the most stressful activities out there, but keep in mind effective public speaking is a critical tool for getting the message out. Some tips for reducing the stress of speaking in public include:

- Develop an outline
- Use easy to grasp key points
- Remember, your audience wants you to do well
- Keep a good speaking pace, not too slow or fast
- Speak with conviction and passion



- Practice
- Practice some more, in front of friends or the mirror
- If you feel comfortable, tell a little about your personal story
- Try to remember to make eye contact with your audience
- Try not to speak in the same tone, vary your pitch
- Use a style that is natural for you
- Brevity, it is the soul of audience attention
- Give specific recommendations for action, if relevant

Some of the slogans that the Office of FAS will be using are “Pregnant? Choose to be Alcohol Free,” “During Pregnancy: No Alcohol, not even a drop” and “Together we can prevent FAS.” Feel free to use either of these or any of the other materials found in this kit.

For further information on public speaking, a useful site is the Allyn & Bacon Public Speaking Website which can be visited at: <http://www.abacon.com/pubspeak/>.

3. Media Advisory

A media advisory is a simple way to inform local media outlets about an upcoming press conference, briefing, or community activity. A media advisory provides print, broadcast, and internet reporters with the information they need to plan and cover your activity. Below are some suggestions for successfully distributing your advisory.

Place it on the calendar of events or “*daybook*,” which is a daily listing of all activities that the media are invited to attend—the week before, the day before, and the day of the event. Ask for the name of the news or features editor and the fax number. Also try to place the advisory in the daily or weekly calendar listings of local newspapers and business publications that feature upcoming activities. Send the advisory to local media outlets in your community one week before your event. These contacts can also be used when distributing your press release. Here are some tips to get you started:

1. Once you have determined the phone numbers and addresses, call each news outlet to verify the information and to determine which editors and/or reporters are the most appropriate for your news.
2. For each news outlet, create a list with the following information: name, address, telephone number, fax number, and the names and titles of specific reporters or editors who cover health-related issues. Today, most reporters and editors prefer information be emailed to them; therefore secure an email address where possible. You should also determine the best time to call each reporter (i.e., how far in advance/what time of day) about your event.
3. Be sure to include specialized media on your list. Specialized media that you may wish to include are university/college newspapers; television and radio stations; small community papers or neighborhood newsletters; and publications produced by local organizations, such as businesses, hospitals, women’s centers, health



care clinics, professional associations, churches and other faith-based institutions, drug stores, and local clubs.

4. Follow up. After you email or fax the media advisory, contact reporters by phone to determine their interest in attending or covering the event. Sometimes the personal touch can make a difference in generating media interest.

From the Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services. For more information visit the SAMHSA Recovery Month web site at: <http://www.recoverymonth.gov> or call 1-800-729-6686

4. Community Organizing and Participation

The best resources available already exist in your community; those resources are your family, friends, co-workers and neighbors. Whether it is getting ready for an annual event or meeting a new challenge, those are the people we look to for help and support in our lives. Often people would like to help, but they do not know how or they are overwhelmed because the problem seems too big to solve. An event like International FAS Day gives people a place to start and by doing activities and events to mark this special day we can get people involved and get the information out to more people. Ask for a defined amount of time from volunteers, it is better to have many people do a little, rather than relying on a few to do everything. With small organizations, volunteer burnout is a constant concern. Part of community organizing is building a community of people committed to the same cause or principle and often if you just ask, people will help. One suggestion for getting the whole community involved is to have, the Mayor, the Assembly or Tribal council proclaim September 9th as FAS Awareness Day.

(see the resources section for sample proclamations in the Resources section)

5. Meeting with Your Legislator

This is a perfect opportunity to meet with your local legislator. If you are planning an event you can invite them, or you can call and make an appointment to visit your representative. Be specific about what you would like them to understand about FASD and use the opportunity to educate them on your topic. Remember, the more exposure you and your topic have the better your legislator will understand the needs of the community. Even in small and rural communities, a legislator is unable to get out and meet everyone, so make a point of arranging a meeting with your legislator to help them become better informed and involved with FAS Awareness Day. Often, causes and social problems get a stereotypical “face” put on them; let your legislator see the real “face” of the people in your community who are involved with your project. You can also meet with your legislator in a group to increase the message that your community cares about this issue, and it can be less intimidating for people who have not had the opportunity to meet with their local representatives.

See page 23, “Resources” for names of Alaska’s officials.



6 The Office of FAS Media Campaign

In January 2002 the Office of FAS began the creative design portion of a multi-strategy media campaign to inform Alaskans that drinking alcohol during pregnancy may cause life-long brain damage to a developing baby.

The first phase of the campaign premiered on September 9, 2002, in conjunction with International FAS Awareness Day.

On September 9, 2004 phase three of the media campaign will premiere. This year's campaign focuses on the role of the medical community to inform women not to drink alcohol during pregnancy. In addition Governor Frank Murkowski and First Lady Nancy Murkowski have become strong advocates for FASD prevention and have developed a series of TV and radio PSAs that will also premiere.

The Office of FAS media campaign has been sent to newspapers, radio and TV. Your local media outlet should have a copy, which can be used for FAS International Awareness Day.

Also, feel free to personalize or translate these messages into a language or local dialect that will have a stronger impact in your community.

Two Themes were created:

- *I Have the Power to Prevent FAS* aimed at women who are social drinkers and do not know that alcohol may harm their developing baby.
- *Thankfully There are People Who Will Help Her... Are You One of Them?* developed to reach the partners, family and friends of women who have a problem with alcohol and are pregnant, helping them find the resources they need to stop drinking.

Public Service Announcements (PSAs) for Radio

PSAs are available on-line at our website and have also been distributed to radio stations throughout Alaska. Five different versions have been created:

1. "Candle" (62 second radio spot)

Announcer: *It may be the hardest thing you ever do, but when you think about it, it's a small sacrifice for such a big reward.*

Voice Over: *I wasn't sure I could do it, stop drinking, but I wanted a baby and I knew drinking could cause permanent brain damage to my child. Thankfully, I found strength, I stopped drinking and now I have Sarah, my 2 year old and Sam, who's just 8 months.*

Announcer: *Because you want what's best for your baby, choose not to drink and celebrate your strength, and your baby's health.*



If you are even thinking about having a baby, the sooner you stop drinking, the better. It's never too late.

For more information about preventing Fetal Alcohol Syndrome, FAS, call 877-393-2287, that's 877-393-2287. Paid for by the DHSS Office of Fetal Alcohol Syndrome

2. "Glass" (59 second radio spot)

Voice Over: *I didn't know that I wasn't supposed to drink alcohol when I was pregnant, that any amount could cause permanent brain damage to my baby, I didn't know, but my grandmother did, and I'm glad she said something.*

Announcer: *If you know someone who is pregnant and drinking, take the time to say something to them, help them find the resources and support to stop drinking now, because we all want what's best for the baby.*

Voice Over: *With the support of family and friends, I found the strength not to drink.*

A small sacrifice for such a big reward.

Announcer: *For more information about preventing Fetal Alcohol Syndrome, FAS, call 877-393-2287, that's 877-393-2287. Paid for by the DHSS Office of Fetal Alcohol Syndrome.*

"Community Care," (30 second radio spot)

Voice Over: *It's not your baby. Maybe not your concern. But if you know a pregnant woman who is drinking, your help could make a lifetime of difference for her baby. That's because drinking - in any amount - can cause brain damage in a developing baby. You don't have to be a doctor to help a friend in need. You just need to care. For information on how you can help prevent Fetal Alcohol Syndrome, call the State of Alaska Office of FAS at 1.877.393.2287.*

"Empowerment," (15 second radio spot)

Voice Over: *It may not be easy to stop drinking before and while you're pregnant. But because drinking - in any amount - can cause brain damage in your baby, avoiding alcohol is the healthy thing to do. A message from the State of Alaska, Office of Fetal Alcohol Syndrome.*

"Prevention" (10 second radio spot)

Voice Over: *Drinking alcohol during pregnancy can cause brain damage in your developing baby. For information on how you can prevent Fetal Alcohol Syndrome, call the State Office of FAS at 1.877.393.2287.*



Suggestions

1. Event Ideas
2. Prevention
3. Information for Men

Event Ideas

Starting with one person resonates out to many

The Minute of Reflection symbolizes the worldwide circle of community which links all of us who care about FAS, all of us who are working towards prevention, all of us who are trying to help children and adults with Fetal Alcohol Spectrum Disorders (FASD) reach their full potential. The day is started with a “minute of reflection,” defined by the ringing of bells throughout the world.

Here are some suggestions:

1. Organize a picture drawing contest for school children at your local elementary school. With a theme that resonates with you and International FAS Day.
2. Send a letter to the editor of your local paper, explaining FAS Awareness Day. You can include your ideas for marking the occasion and your connection to the day or someone with FASD.
3. Sing a children’s lullaby, song or hymn.
4. Take the rest of the day off as a time-out to take care of yourself. In order to take care of someone else, we also need to take care of ourselves.
5. Start to make a Dream Catcher for someone with FASD or someone you know who is pregnant.
6. Show a video, have a reading at a local library or bookstore or make FASD presentations in your community.
7. Donate a book or videotape related to FASD to a local school, community center or public library.
8. Have a bell ringing contest.
9. Distribute FASD materials to coffee bars, restaurants, and lounges. Invite local restaurants and bars to join in FASD prevention efforts by offering pregnant women free non-alcoholic beverages all day on September 9th.
10. You may find 9:09 a.m. inconvenient and may prefer to mark the Minute of Reflection at 9:09 p.m., and light a candle to symbolize your concern for individuals living with FAS and your desire to eradicate this preventable birth defect.



11. Say a prayer or recite a poem appropriate to your beliefs or culture.
12. Simple silence. You may want to focus on the wonderful gifts and strengths of the person(s) with FASD in your life. Each person with FAS is different, and those of us who love them respect their differences. Respecting each other while working together is what FAS Awareness Day is about.
 - Some of these suggestions and more may be found at FASworld:
<http://www.fasday.com/>
 - Suggested materials for research, book or video information may be found at:
<http://www.hss.state.ak.us/fas/Resources/>

2. Prevention

Nine things you should know about FAS:

1. Drinking during pregnancy can cause permanent damage to a developing fetus.
2. FASD are one of the most common causes of mental retardation, and is the only cause that is entirely preventable.
3. According to recent State of Alaska DHSS surveillance data, more than 163 children are born at risk for FASD each year in Alaska.
4. Prenatal exposure to alcohol can cause brain damage and other permanent birth defects.
5. Obtaining an FAS diagnosis can improve an individual's ability to function in the world, and may reduce secondary disabilities like depression and school failure.
6. FASD are found in all races and all socio-economic groups – wherever women drink alcohol FASD exists.
7. There is no safe level of alcohol consumption during pregnancy.
8. Women should stop drinking prior to trying to conceive – alcohol can cause damage to a developing fetus even before a woman knows she is pregnant.
9. With the right diagnosis, support and understanding, many individuals with FASD are living happy and full lives.

Preventing FASD is the goal and part of the solution is learning how to talk to women about the dangers of drinking alcohol during pregnancy. Here are some points to consider when developing materials.

- Everyone deserves respect and though it may be hard to have respect for the choices people make, try to see the person behind their problems.
- It is absolutely necessary to meet people where they are. You cannot help guide someone towards help from your vantage point, only theirs.



- Be direct, try to keep the conversation focused, and try not to argue semantics. It can be difficult to contain the discussion to the problem, instead of the words themselves.
- Remember that change is incremental; it takes time, sometimes a great deal of time.
- Don't wait until the problem has overcome them (i.e., "hitting bottom"), treatment and intervention strategies can be effective at any point that an individual is willing and able to seek treatment. It is, of course, especially necessary to discuss alcohol and drug use with all pregnant women.
- Provide support unconditionally.
- Look for motivations that may help direct someone towards treatment, such as the health and well being of their children. Be gentle, but firm.
- Find out what kinds of treatment options are available in your community for drug and alcohol treatment.

In many communities drinking alcohol is a socially acceptable activity, and many people drink in moderation, but even moderate drinking can cause FASD. Women are often not aware they are pregnant for several weeks (a critical period for a developing fetus).

3. Information for Men

Fathers

Fathers play an important role in the development of their children. What are the effects of alcohol and drugs on sperm? Alcohol and drugs can damage mature sperm and can cause fertility problems. The research on the transmission of paternal birth defects due to teratogens (any substance that can cause harm to a fetus), is less clear and often contradictory, more research is needed to gain a better picture on how these and other factors effect fetal development.

There is clear evidence that women who use alcohol and other drugs are involved with men who do, and these partners can be the greatest barrier to dealing with substance use and abuse problems. A supportive partner is necessary for a healthy pregnancy, so both partners should be as healthy as they can be.

It is important to reinforce the fact that women do not become pregnant by themselves. Certainly, the greatest potential for problems over an average length pregnancy tends to be related to a woman's overall health and well-being and FASD is caused by maternal drinking. But, men play a significant role throughout the pregnancy of their partners, and the importance of support at this period of life can not be diminished.

For men who are sexually active, there are a few key points to stress and foremost is the idea that every time they have sex they could become fathers'. It is important to stress male involvement and the ability of men to help prevent FAS. Here are some questions that may help focus a discussion on men:



Is being a father a responsibility that you want? If your partner is a woman who has a problem with alcohol you could become the father of a child with FAS. When you choose to have sex, you are responsible for the outcome. So, be responsible for protecting yourself against unwanted pregnancies unless you are ready to be a father and you and your partner are ready for an alcohol-free pregnancy. To insure that your baby is healthy, give it a healthy start.

The role of men and father's in the outcome of pregnancy and child development is not as well discussed as a woman's role. It is an important discussion and topic, which more men need to participate in, so they can more fully understand their responsibilities and learn how they can help prevent FASD.



Ideas

1. Activities From 2003
2. Getting Started
3. Things You Can Make
4. Alaska Alcohol Facts

1 Activities from 2003

Copper Center

The Copper Center area FAS Diagnostic Team utilized both the distribution of educational materials and the local radio station to distribute information about FASD across the region. The radio talk show transmitted to Valdez, Cordova, Whittier, Fairbanks and surrounding communities

Ketchikan

The community of Ketchikan put posters up in the Post Office, bus stops, and most of agencies around town. FASD knots were distributed to all bars and liquor stores with brochures and napkins. FASD knots and written material were also distributed to local agencies. FASD Day articles were published in the Ketchikan Daily News and Sitnews. An information table was at the Native Women's Conference, and a rally took place at the tunnel.

Bristol Bay

A large bulletin board in Kanakenak Hospital with a poster and information was up for several weeks, as well as three hours of video shown repeatedly in the hospital waiting room. A proclamation for FAS Awareness day was read by the Mayor and City Council. Radio announcement on KDLG Radio aired, and a fifteen minute radio interview with the coordinator took place. An article also written by the coordinator was published in the Bristol Bay Times. Napkins, pens, and buttons were given out at local restaurants and two bars.

Anchorage

A large gathering for the ringing of the bells was held in the Town Square, at which Mayor Begich read a proclamation and was covered by local news media. The Anchorage School District channel aired three FAS video's throughout the day. Cafes, coffee shops, and kiosks around town put FASD prevent stickers on their drinks. Free non-alcoholic drinks were offered to pregnant women at establishments such as the Bear's Tooth, the Moose's Tooth Pizza, and the Southside Bistro. Era Aviation distributed FASD prevention material on all flights. Talk of Alaska, on APRN, hosted a call-in show on FASD featuring people involved in FASD projects around the state. FAS knot pins were distributed to various agencies around Anchorage. The Alaska USA Federal Credit Union branches featured FAS Day information.

Kenai

The Kenai Peninsula team held a ceremony at a park on the bluff. A Soldotna City Council member read a mayoral proclamation signed by the Soldotna City Mayor. Grammy nominated musician Bonnie Nichols and Vickie Tinker sang a song written



for the occasion. At 9:09 am a large brass bell from a train engine rang nine times. The crowd then walked over to the American Legion Hall for a community breakfast provided by the American Legion members. Dr. McIntosh spoke, a member of the Kenai Diagnostic Team. Kenai Mayor John Williams read a second proclamation and voiced his support for the team's efforts in prevention, intervention, and education. "Knot cards" were distributed widely throughout the Central Peninsula, Homer, and Seward. The local paper interview a grandmother raising a young adult with FASD. Many PSA's were run in the local paper and radio station.

Nome

A variety of activities took place including the distribution of educational flyers throughout Nome and an announcement about FASD and upcoming activities in the Nome Nugget, the areas weekly newspaper. The local hospital participated with a FASD informational bulletin board in the main hall of the hospital, an inter-hospital email notifying people of FAS Day and its activities, and a FASD Open House with cake and information in the hospital cafeteria.

2. Getting Started

Sit down with paper and pen, a calendar, this kit, and a couple of friends or co-workers. Choose something "do-able." Make lists and set dates for task completion.

Here are some things to consider:

- ✓ What would we like to do? Do we have enough time? Money? People?
- ✓ Who else do we think we can count on to help?
- ✓ What kind of help can they give us?
- ✓ Who do we want to reach with this event?

Start with people you know will be interested. Then add others you hope to reach, such as:

- ✓ Local, state, federal and tribal employees and officials
- ✓ Social workers, school teachers, school counselors
- ✓ Boys and Girls Club, Big Brothers/Big Sisters staff and volunteers
- ✓ Public health nurses, community health aides, doctors
- ✓ Village safety officers, judges, lawyers, correction facility staff
- ✓ Teachers, teacher's aides, school counselors



How will we reach them?

- ✓ Call? Send invitations? Posters? Newspaper? Radio?
- ✓ When will we hold this event?

FAS Awareness Day is on a Thursday this year, you might want to hold an event at lunchtime, on Saturday, or any other day that week. Also, you might want to observe the “Minute of Reflection” with a candlelight gathering at 9:09 p.m., rather than with bells and drums at 9:09 a.m.

- ✓ Where should we hold this event? Is it available? Cost?
- ✓ How many people can we reasonably expect to attend?
- ✓ Will we require child care? A kitchen? Food service equipment?
- ✓ Will we need a sound system? Video equipment?
- ✓ Do we know any parents, children or professionals who they could interview?

3. Things You Can Make

Placemats

You can make placemats with FAS education and prevention messages to be used in cafes, restaurants, or hospitals (in the cafeteria, or on patient trays?). If you are working for a program or agency, you might be able to use your brochures (unfolded) as placemats.

Stickers

Make stickers with FAS awareness and prevention messages. Perhaps there is a copy shop where you can have labels printed on colored stickers. Or simply print them on your copier, using sheets of press-apply labels made for copiers. You could even use address labels, if that’s all you have available. The message will need to be very short. The type should be large enough to be easy to read at a glance. Where can you use these stickers? Ask local businesses, clinics and doctors offices to put the stickers on the outside of any envelopes they will be mailing out the week before FAS Day. Or, pass them out to parents and children at school open houses in September.

See page 27, “Resources” for more ideas and artwork.

The FAS Knot

See page 26, “Resources” for illustrated instructions on how to use the FAS knot.

Each knot can be made easily and cheaply in less than a minute, and a small group can make several hundred in an hour or so. The cord is tied in a square knot, sometimes called a reef knot, the favored knot for reconnecting a broken line or cord. The knot is stronger than the cord itself, and cannot be broken or snapped.



1. White rope (approximately 3/16" thick, and about 8 inches long for each knot)
2. Paper (preferably 60# paper or cover stock)
3. Small safety pins
4. Small adhesive labels (for sealing the Knot Cards after folding – optional)

You can photocopy the Knot card designs or make your own.

Make two-sided copies on paper, preferably something heavier than regular copier paper. (You might need to "sheet-feed" it into your copier, instead of loading it into the regular bulk paper tray.)

To make the FAS Knot, volunteers in the U.S. and Canada have been using an eight-inch piece of 3/16" white cord, available in most hardware stores for a few cents per foot. Volunteers in New Zealand and Germany have made smaller and more discreet FAS Knots, using thinner cord.

Whatever size you choose, make a circle approximately the size of your thumb (possibly smaller if you use a thinner cord), then tie right over left and under; left over right and under. It should look like two loops intertwined. Using a straight pin or safety pin, pin this to your lapel or other garment.

The circle symbolizes the womb, a baby's head, the human brain, the earth. And we, a planet-size network of people who care about people living with FAS, are the knot that will make them whole. If women did not drink in pregnancy, FAS would be totally eliminated. The long-range goal is to rename this small piece of cord, "The FAS Not!"

The FAS Knot was designed by Bonnie Buxton and Brian Philcox, trademark pending. They encourage groups supporting FAS/E endeavours to use it for promotion or fund-raising, and ask only that you notify them before doing so. To contact them write: 250 Scarborough Golf Club Road, Toronto, ON M1J 3G8, fax them at (416) 264-8111, or email them at ogradey@pathcom.com

4. Alaska Alcohol Facts

Alaska's Alcohol Index Year 2000

- ✓ Enough alcohol was sold in Alaska in FY99 to add up to 516 drinks for every man, woman and child. That's based on an Alaska population of 627,000 and 323,689,076 drinks of beer, wine or spirits.

State of Alaska, Departments of Labor and Revenue.

- ✓ Approximately 30% of Alaskan adults don't drink.
- ✓ The negative consequences of alcohol abuse generate costs to the U.S. taxpayer at about 77 cents a drink. In Alaska, that meant at least \$249 million in FY99.

NIAAA - "The Economic Cost of Alcohol and Drug Abuse in the U.S."



FAS Day Resource Kit

- ✓ A national study just released by the Center for Addictions and Substance Abuse at Columbia University ups the number substantially. In a state by state analysis, it calculated Alaska's cost of substance abuse at \$374 million in FY98. This included the negative consequences of tobacco as well as alcohol and other drugs.

How Does Alaska Stack Up?

- ✓ Alaska ranks first among all states in alcohol mortality.
- ✓ Alaska's arrest rate for driving under the influence (DUI) and Alaska's rate of alcohol-related vehicle fatalities are among the highest in the nation.
- ✓ As many as half of people with serious mental illnesses develop alcohol or other drug problems at some point in their lives.

Mental Health: A Report of the Surgeon General

- ✓ In many Alaskan communities beer is cheaper than milk, fruit juice or brand name soft drinks.
- ✓ Nearly 60,000 Alaskans misuse, abuse or are addicted to alcohol. About 14,000 seek alcohol prevention or treatment services in programs that receive state funds.

State of Alaska, Division of Alcoholism and Drug Abuse

- ✓ The prevalence of alcohol dependence and alcohol abuse in Alaska is just about twice the national average. About 7% nationally, and nearly 14% for Alaska.

Gallup Corporation Telephone Survey for the State of Alaska Division of Alcoholism and Drug Abuse

- ✓ Alaska has the highest known incident of Fetal Alcohol SYndrom (FAS) in the United States.
- ✓ An average of 163 Alaskans born annually during 1995–1999 were identified as being affected by maternal alcohol use during pregnancy.

State of Alaska, Department of Health and Social Services; Alaska Maternal and Child Health Data Book 2003.

- ✓ FAS is totally preventable. Lifetime costs for an FAS birth are at least \$1.4 million. State of Alaska, Department of Health and Social Services

"Alaska's Greatest Hidden Tax: The Negative Consequences of Alcohol & Other Drug Abuse and Dependence."

State of Alaska,

Advisory Board on Alcoholism and Drug Abuse,

Annual Report - February 2000

Information from the Centers for Disease Control and Prevention

From 1998–2003 Alaska was one of five state's who comprise the Fetal Alcohol Syndrome Surveillance Network (FASSNet), a collaboration between CDC, Arizona, Colorado, New York, Wisconsin and Alaska to develop a standardized, multi-source FAS surveillance method that can begin to provide consistent and comparable FAS prevalence rates across the country.



- From 1991 to 1995, CDC reported a fourfold increase in frequent (seven or more drinks per week) and binge (five or more drinks on any one occasion) drinking during pregnancy. While the overall rate of any alcohol use (at least one drink) among pregnant women has declined since 1995; rates of frequent and binge drinking remain at high levels.
- CDC estimates that more than 130,000 pregnant women per year in the United States consume alcohol at levels shown to increase the risk of having a baby with FAS or other alcohol-related conditions.
- One in 30 women who know they are pregnant reports “risk drinking” (7 or more drinks per week, or 5 or more drinks on any one occasion).
- Recent CDC findings indicate that one in seven women of childbearing age (18 to 44 years of age) who report not being pregnant engage in “risk drinking.” If a woman is pregnant and does not know it, these alcohol levels can pose a threat to the fetus.
- Birth defects associated with prenatal alcohol exposure can occur in the first 3 to 8 weeks of pregnancy, before a woman even knows she is pregnant.
- The prevalence of FAS is not known. Different studies show prevalence rates for the United States that range from .3 to 2.2 cases per 1,000 births. This means that each year in the United States, between 1,200 and 8,800 babies are born with FAS. Many more are born with alcohol-related neurodevelopmental disorder (ARND).

The National Center on Birth Defects and Developmental Disabilities (NCBDDD) at the Centers for Disease Control and Prevention (CDC) seeks to promote optimal fetal, infant, and child development; prevent birth defects and childhood developmental disabilities; and enhance the quality of life and prevent secondary conditions among children, adolescents, and adults who are living with a disability.

<http://www.cdc.gov/ncbddd/fas/>



Resources

1. Internet Links
2. Innovative Community Grants
3. Alaska Diagnostic Teams
4. Trainer's List
5. Sample Proclamation
6. Alaska Legislative Contact List
7. Alaska Congressional Delegation Contact List
8. FAS Knot Card
9. Promotional Material

Internet Links

Early Decisions:

http://www.earlydecisions.org/about_ruralcap.php

FAS Center for Excellence:

<http://fascenter.samhsa.gov/index.cfm>

Fetal Alcohol Spectrum Educational Dynamics

<http://fased.com/>

FASworld (SAMSHA):

<http://www.fasday.com/>

March of Dimes:

<http://www.modimes.org/>

Motherisk: The Journal of FAS International-a peer review journal dedicated to all aspects of Fetal Alcohol Spectrum Disorder (FASD) :

<http://www.motherisk.org/JFAS/>

National Alcohol and Drug Addiction Recovery Month (Recovery Month):

<http://www.recoverymonth.gov> or call 1-800-729-6686.

NOFAS (National Organization on Fetal Alcohol Syndrome):

<http://www.nofas.org/>

SAMHSA (Substance Abuse and Mental Health Services Administration):

<http://ncadi.samhsa.gov/promos/coa/>

State of Alaska: DHSS, Division of Behavioral Health, Office of FAS:

<http://www.fas.alaska.gov/>

State of Alaska: Department of Education & Early Development's Fetal Alcohol Spectrum Disorders:

<http://www.eed.state.ak.us/tls/fasd/home.html>

Stone Soup Group:

<http://www.stonesoupgroup.org/fas/strategies.html>



2. Innovative Community Grant

Alaska Center for Children & Adults
Contact: Susan Kessler
Fairbanks, Alaska 456-4003

Advocates for Victims of Violence
Contact: Noel Arakelian-Mills
Valdez, Alaska 835-2980

Alaska Youth & Parent Foundation
Contact: Alice Hisamoto
Anchorage, Alaska 274-6541

Alaska Center for Resource Families
Contact: Deborah Hayes for statewide
Fairbanks, Alaska 479-7307

Anchorage School District
Contact: Mary Paige Lucas
Anchorage, Alaska 742-4272

Catholic Community Services
Contact: Edy Rodewald
Juneau, Alaska 463-6132

Copper River Native Association
Contact: Gay Wellman
Copper River, Alaska 822-5241

Cordova Family Resource Center
Contact: Nicole Songer
Cordova, Alaska 424-5674

Covenant House Alaska
Contact: Pat Senner
Anchorage, Alaska 339-4405

Department of Corrections
Contact: Keith Thayer for statewide
Anchorage, Alaska 269-7381

Fairbanks Resource Agency
Contact: Lori Markkoe
Fairbanks, Alaska 456-8901

Frontier Community Services, Inc.
Contact: Vickie Tinker
Soldotna, Alaska 262-6331

Gateway Center for Human Services
Contact: Patty Fay Hickox
Ketchikan, Alaska 225-4135

Juneau Family Birth Center
Contact: Kaye Kanne
Juneau, Alaska 586-1203

Ketchikan Indian Corporation
Contact: Jasmine Nelson
Ketchikan, Alaska 225-4061

Kiana Traditional Council
Contact: Jeanne Gerhardt-Cyrus
Kiana, Alaska 475-2196

Kodiak Area Native Association
Contact: Nancy Wells
Kodiak, Alaska 486-4843

National Council on Alcoholism & Drug Dependence
Contact: Matt Felix
Juneau, Alaska 463-3755

Norton Sound Health Corporation
Contact: Charles Beck
Nome, Alaska 443-3495

Planned Parenthood of Alaska
Contact: Katherine Davey for statewide
Juneau, Alaska 321-7526/770-9702

Railbelt Mental Health
Contact: Kat McElroy
Nenana, Alaska 832-5557

REACH, Inc.
Contact: Stephanie Scott
Haines, Alaska 766-2750

REACH, Inc.
Contact: Bonnie Thompson/Erin Briscoe
Juneau, Alaska 586-8228

Resource Center for Parents & Children
Contact: Mary Lou Canney/Ruth Prokopowich
Fairbanks, Alaska 456-2866

Rural Alaska Community Action Program
Contact: Gail Scheimann for statewide
Anchorage, Alaska 279-2511/
800-478-7227

Safe & Fear Free Environment
Contact: Ginger Baim
Dillingham, Alaska 842-2320

Salvation Army, Booth Memorial
Contact: Joyce Guest
Anchorage, Alaska 279-0522

Salvation Army, Clithroe
Contact: Colleen Akerman
Anchorage, Alaska 770-8805

Sitkans Against Family Violence
Contact: Chris Bauman/Deb Knaff
Sitka, Alaska 747-3370

South Central Foundation, Dena A. Coy
Contact: Katie Johnson
Anchorage, Alaska 729-5073

Stone Soup Group
Contact: Cheri Scott for statewide
Anchorage, Alaska 561-3701

Volunteers of America, Alaska, Inc.
Contact: Pat Cochran
Anchorage, Alaska 279-9646

Women In Safe Homes
Contact: Dragon London
Ketchikan, Alaska 225-9646

Yupit School District
Contact: Diane George
Bethel, Alaska 825-3604

Yukon Kuskokwim Health Corporation
Contact: Scott Sidell
Bethel, Alaska 543-2840

Yukon Kuskokwim Health Corporation
Contact: Lisa Siavelis
Aniak, Alaska 675-4556 x 4037



3. Alaska Diagnostic Teams

Team Name	Service Area	Referral Criteria	Approximate Wait Time*	Contact Person
Ketchikan Area FASD Community Diagnostic Team	Ketchikan, Prince of Wales Island, and Metlakatla	Priority for ages 3-18 years *will accept 2 adult referrals per year	4 months	Jasmine Nelson, Ketchikan Indian Corporation 907.225.4061
Yukon -Kuskokwim FASD Diagnostic Team	Bethel and the Yukon Kuskokwim Delta, (58 tribes)	Priority for ages 3-18 Years * will accept adult referrals on a case by case bases	2-6 months, depending on the referral source	Yukon Kuskokwim Health Corporation 907.543.6456
Kenai Peninsula FASD Multidisciplinary Team	Kenai Peninsula Priority, But will consider referrals outside of this area	All ages	Approximately 1 month	Dawna Richardson, Vickie Tinker, Frontier Community Services 907.262.3144
Kodiak Compass Project	Kodiak Borough	All ages	Approximately 1-2 weeks to begin initial appointments	Bonnie Donnelly, Kodiak Area Native Association 907.486.9841
Fairbanks Fetal Alcohol Community Evaluation Services	Fairbanks North Star Borough	Ages 5-14 years	Approximately 2-4 months	Susan Kessler
Multidisciplinary Developmental Disability Team (MD3 Team)	AHTNA region (Copper River Region)	All ages; Limited to Alaska Natives, however possible to receive consultation for non- beneficiaries	Approximately 1-3 weeks	Gay Wellman, Copper River Native Association 907.822.5241
Bristol Bay FAS Multidisciplinary Diagnostic Team	Bristol Bay Area	All ages	Approximately 2-3 weeks, depending on records availability	Luisa Hanson, Bristol Bay Area Health Corporation, 907.842.3404
Southcentral Foundation FAS Diagnostic Team	Priority to Anchorage, but will accept statewide referrals	Ages 3-18 years, limited to Alaska Natives	5-6 months	Mike Baldwin, Southcentral Foundation, 907.729.4250
Sitka Neurodevelopmental Clinic	Sitka residents have priority, but will accept referrals from surrounding villages and other communities in Southeast Alaska	Ages 3 years and up	Approximately 2 months	David Sliefert 907.966.8629 david.sliefert@search.org
Norton Sound FASD Diagnostic Team	Norton Sound Region (Nome and 15 outlying villages)	3 months to 6 years priority, but will accept all referrals	*info pending, team to be trained in 09/03	Charles Beck Norton Sound Health Corporation 907.443.3494
Upper Tanana FAS Team	*info pending, team to be trained in 09/04	*info pending, team to be trained in 09/04	*info pending, team to be trained in 03/03	NA
Mat-Su Fetal Alcohol Resource Project	Mat-Su Borough	Priority for ages 3-18, will consider other referrals on a case-by-case basis	Approximately 1-2 months	Teresa Sprague, Mat-Su Services for Children & Adults, Inc. 907.352.1200
Juneau Community Diagnostic Team	*info pending, team to be trained in 09/03	*info pending, team to be trained in 09/03	*info pending, team to be trained in 09/03	Ric Iannolino 907.796.7230



4. Trainer's List

In June 2003 the Office of FAS initiated the FASD Training Certification Program.

Seventeen (17) Certified trainers are now certified and available in areas throughout the state to provide comprehensive FASD training.

For more information or to arrange for a training in your community Check our website or contact us at the Office of FAS.

Certified Trainers include:

- | | |
|---|--|
| ➤ Aileen McInnis, Anchorage and Southcentral Alaska | ➤ Kimberly Fearnside, Anchorage Bowl Area |
| ➤ Ardyce Turner, Kuskokwim Delta Region | ➤ L. Diane Ivy-Dahlin, Wrangell |
| ➤ Barry Levit, Nome | ➤ Margaret Hamley, Juneau |
| ➤ Brenda Ross, Matsu | ➤ Margaret Parsons-Williams, Kenai Peninsula |
| ➤ Carolee Kuka Hindin, Matsu and Anchorage | ➤ Patricia Cochran, Greater Anchorage |
| ➤ Christy Lawton, Anchorage | ➤ Racquel Martinez, Northern Region |
| ➤ Elaine Olsen, Kodiak Island | ➤ Robert M Seward, Southeast Alaska |
| ➤ George McCoy, Copper River Basin | ➤ Sarah McConnell, Tanana Chiefs Conference Region |
| ➤ Gloria Stuart, Homer | ➤ Sarah Wallner, Anchorage |
| ➤ James Angayiq, Nunapitchuk and Kasigluk | ➤ Scott Sidell, Yukon-Kuskokwim Delta and Western Alaska |
| ➤ Janna Smith, Southeast Alaska | ➤ Shannon Johnson, Togiak |
| ➤ Joleen Fagundes, Bering Straits Region | ➤ Sonia Ward, Northern Region |
| ➤ Juanita Lesley, Nome and Villages | ➤ Stephanie Scott, Klukwan |
| ➤ Keith Thayer, Anchorage and Statewide | |



5 Sample Proclamation

State Proclamation for International Fetal Alcohol Syndrome (FAS) Awareness Day

Whereas, healthy children are the most important resource in the State of Alaska; and

Whereas, Fetal Alcohol Syndrome (FAS) continues to be the leading cause of mental retardation in Alaska, the United States, and all of western civilization; and

Whereas, Fetal Alcohol Spectrum Disorders (FASD) are 100% preventable by women not drinking any alcohol during the nine (9) months of pregnancy; and

Whereas, in Alaska it is estimated the 16.3 births per 1,000 are affected by disabilities resulting from prenatal exposure to alcohol during the nine months of pregnancy, equaling 163 new individuals born in Alaska with alcohol related birth defects each year; and

Whereas, Fetal Alcohol Spectrum Disorders are a major cause of numerous social disorders including learning disabilities, school failure, juvenile delinquency, homelessness, unemployment, mental illness, and crime; and

Whereas, the lifetime costs in medical care, special education, specialized services, and lost productivity are estimated to be \$1.5 to \$3 million for each individual with an FASD; and

Whereas, on September 9, 2004 people around the world will be observing the sixth International Fetal Alcohol Syndrome Awareness Day, in order that on the ninth day, of the ninth month of the year, the world will remember that during the nine months of pregnancy a woman should abstain from alcohol.

Now, Therefore, I Frank H. Murkowski, Governor of the State of Alaska, do hereby proclaim September 9, 2004, as:

Fetal Alcohol Syndrome Awareness Day

In Alaska, to promote public awareness and understanding of the effects of prenatal exposure to alcohol, to enhance our statewide prevention efforts, to increase compassion for those individuals so affected, to minimize the lifelong effects of FASD, and to ensure healthier communities across Alaska in the future.

NOW, THEREFORE, I, _____, do hereby proclaim September 9, 2004 as:

Fetal Alcohol Syndrome Awareness Day

In Alaska, to promote awareness of the effects of prenatal exposure to alcohol, to increase compassion for those individuals so affected, to minimize further effects, and to ensure healthier communities across Alaska in the future.



6. State Legislative Contact List

Alaska State Senate

NAME	PHONE #	FAX #	TOLL FREE #
BUNDE, Con.....	465-4843 (Labor & Commerce).....	465-3871.....	800-892-4843
COWDERY, John.....	465-3879 (Rules)(Transportation)(Wild Trade).....	465-2069.....	888-269-3879
DAVIS, Bettye.....	465-3822.....	465-3756.....	800-770-3822
DYSON, Fred.....	465-2199 (HESS).....	465-4587.....	800-342-2199
ELLIS, Johnny.....	465-3704 (Minority Leader).....	465-2529.....	888-330-3704
ELTON, Kim.....	465-4947.....	465-2108.....	
FRENCH, Hollis.....	465-3892.....	465-6595.....	866-465-3892
GREEN, Lyda.....	465-6600 (Finance Co-Chair).....	465-3805.....	877-465-6601
GUESS, Gretchen.....	465-2435.....	465-6615.....	800-550-2435
HOFFMAN, Lyman.....	465-4453.....	465-4523.....	866-465-4453
LINCOLN, Georgianna.....	465-3732.....	465-2652.....	868-461-3732
OGAN, Scott.....	465-3878 (Resources).....	465-3265.....	800-862-3878
OLSON, Donny.....	465-3707.....	465-4821.....	800-597-3707
SEEKINS, Ralph.....	465-2327 (Judiciary).....	465-5241.....	800-336-7383
STEVENS, Ben.....	465-4993 (Majority Leader).....	465-3872.....	866-465-4993
STEVENS, Gary.....	465-4925 (State Affairs).....	465-3517.....	800-821-4925
STEDMAN, Bret.....	465-3873 Leg Council).....	465-3922.....	877-463-3873
THERRIault, Gene.....	465-4797 (President)(Admin Reg Review).....	465-3884.....	800-860-4797
WAGONER, Thomas.....	465-2828 (C&RA).....	465-4779.....	800-964-5733
WILKEN, Gary.....	465-3709 (Finance Co-Chair)(Armed Svcs Co).....	465-4714.....	

Alaska State House of Representatives

NAME	PHONE #	FAX #	TOLL FREE #
ANDERSON, Tom.....	465-4939 (Labor & Commerce).....	465-2418.....	800-465-4939
BERKOWITZ, Ethan.....	465-4919 (Minority Leader).....	465-2137.....	888-465-4919
CHENAULT, Mike.....	465-3779.....	465-2833.....	800-469-3779
CISSNA, Sharon.....	465-3875.....	465-4588.....	800-922-3875
COGHILL, John.....	465-3719 (Majority Leader).....	465-3258.....	877-465-3719
CRAWFORD, Harry.....	465-3438.....	465-4565.....	888-478-3438
CROFT, Eric.....	465-4998.....	465-4419.....	800-689-4998
DAHLSTROM, Nancy.....	465-3783.....	465-2293.....	877-460-3783
FATE, Hugh 'Bud'.....	465-4976 (Resources).....	465-3883.....	866-465-4976
FOSTER, Richard.....	465-3789.....	465-3242.....	800-478-3789
GARA, Les.....	465-2647.....	465-3518.....	888-465-2647
GATTO, Carl.....	465-3743 (Education).....	465-2381.....	800-565-3743
GRUENBERG, Max.....	465-4940.....	465-3766.....	866-465-4940
GUTTENBERG, David.....	465-4457.....	465-3519.....	800-928-4457
HARRIS, John.....	465-4859 (Finance Co-Chair)(Armed Svcs Co).....	465-3799.....	888-465-4859
HAWKER, Mike.....	465-4949 (Ways & Means Co-Chair).....	465-4979.....	800-478-4950
HEINZE, Cheryl.....	465-4930 (Economic Development & Tourism).....	465-3834.....	800-331-4930
HOLM, Jim.....	465-3466 (Transportation Co-Chair).....	465-2937.....	866-465-3466
JOULE, Reggie.....	465-4833.....	465-4586.....	800-782-4833
KAPSNER, Mary.....	465-4942.....	465-4589.....	800-323-4942
KERTTULA, Beth.....	465-4766.....	465-4748.....	
KOHRING, Vic.....	465-2186 (Oil & Gas).....	465-3818.....	800-468-2186
KOOKESH, Albert.....	465-3473.....	465-2827.....	888-288-3473
KOTT, Pete.....	465-3777 (Speaker).....	465-2819.....	800-861-5688
LYNN, Bob.....	465-4931 (Military & Veterans Affairs).....	465-4316.....	800-870-4931
MASEK, Beverly.....	465-2679 (Transportation Co-Chair).....	465-4822.....	800-505-2678
McGUIRE, Lesil.....	465-2995 (Judiciary).....	465-6592.....	800-365-2995
MEYER, Kevin.....	465-4945.....	465-3476.....	866-465-4945
MORGAN, Carl.....	465-4527 (C&RA).....	465-2197.....	800-491-4527
MOSES, Carl.....	465-4451.....	465-3445.....	800-898-4451
OGG, Dan.....	465-2487.....	465-4956.....	800-865-2487
ROKEBERG, Norman.....	465-4968 (Rules).....	465-2040.....	800-773-4968
SAMUELS, Ralph.....	465-2095 (LB&A).....	465-3810.....	
SEATON, Paul.....	465-2689 (Fisheries).....	465-3472.....	800-665-2689
STOLTZE, Bill.....	465-4958.....	465-4928.....	
WEYHRAUCH, Bruce.....	465-3744 (State Affairs).....	465-2273.....	800-968-6744
WHITAKER, Jim.....	465-3004 (Ways & Means Co-Chair).....	465-2070.....	877-465-3004
WILLIAMS, Bill.....	465-3424 (Finance co-chair).....	465-3793.....	800-303-2455
WILSON, Peggy.....	465-3824 (HESS).....	465-3175.....	800-686-3824
WOLF, Kelly.....	465-2693.....	465-3835.....	800-463-2693

This information is available online at
<http://w3.legis.state.ak.us/infodocs/tollfree.pdf>



7 Alaska Congressional Delegation Contact List

Phone number Mailing/Location Addresses

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Webpage: <http://stevens.senate.gov>
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Room 971 Federal Building

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Michelle Blackwell 283-5808 130 Trading Bay Rd Ste 350
Special Assistant Fax 283-4363 Kenai AK 99611-7716

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Joan Humphrey 271-3735
Case Worker Fax 276-4081

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Special Assistant Fax 586-8922 Juneau AK 99802-0149



Room 971 Federal Building

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Fax 283-4363

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Fax 225-0390

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District Director

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540 Water St Ste 101
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376-7665
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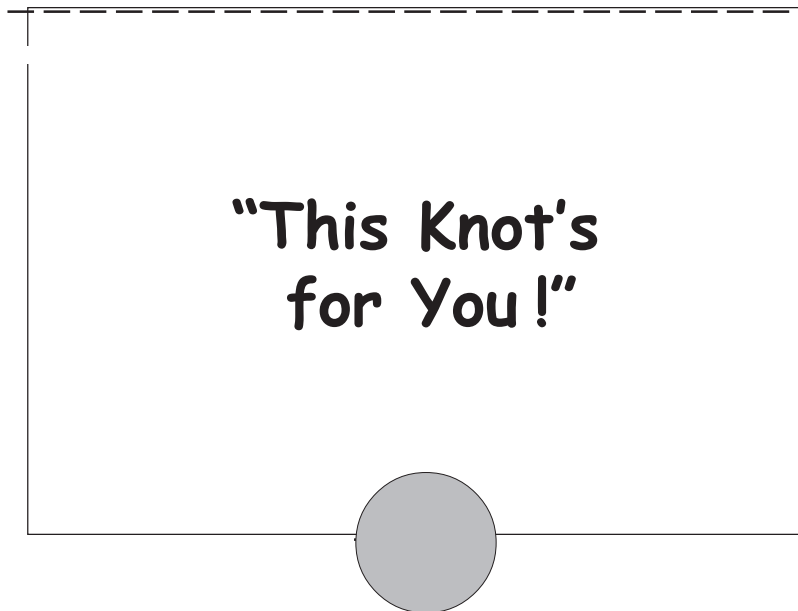
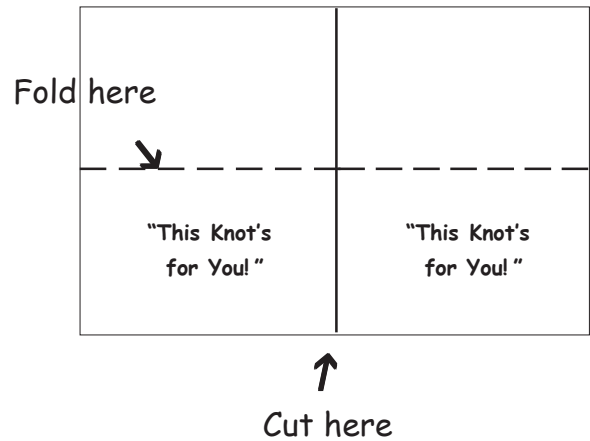
851 E Westpoint Dr
Suite 307
Wasilla AK 99654



8 FAS Knot Card

One idea for distributing the FAS Knots you make:

Attach them (with the safety pins) to note cards which have FAS awareness and prevention messages.



The Knot Card copy masters in this kit have small lines printed on them to help guide folding and cutting.

You may want to seal the cards (after folding) with small press-apply stickers

You could use only the cover design of one of the Knot Card copy masters provided in this kit, and write your own FAS awareness and prevention messages inside.



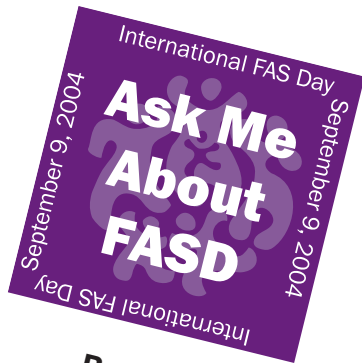


9. Promotional Materials

Here are some of the ways that the FAS Day artwork can be used to promote International FAS Day in your community.

The artwork on the following pages can be photocopied and used directly or placed in brochures for advertising as appropriate for your area.

Computer versions of this artwork are available online at <http://www.hss.state.ak.us/fas/fasday/> or call the office directly at 877-393-2287



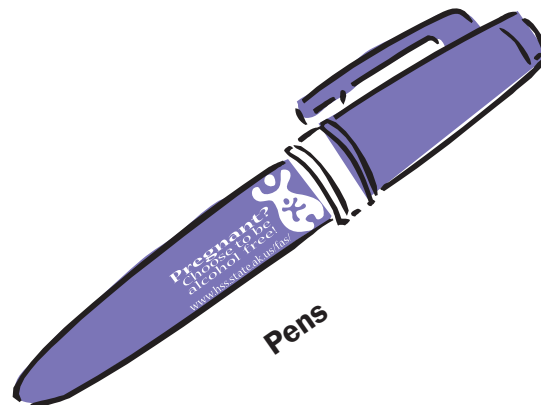
Buttons



Beverage napkins



Stickers



Pens

Artwork for 2 1/4 inch round buttons (fits many standard button makers): Photocopy and cut

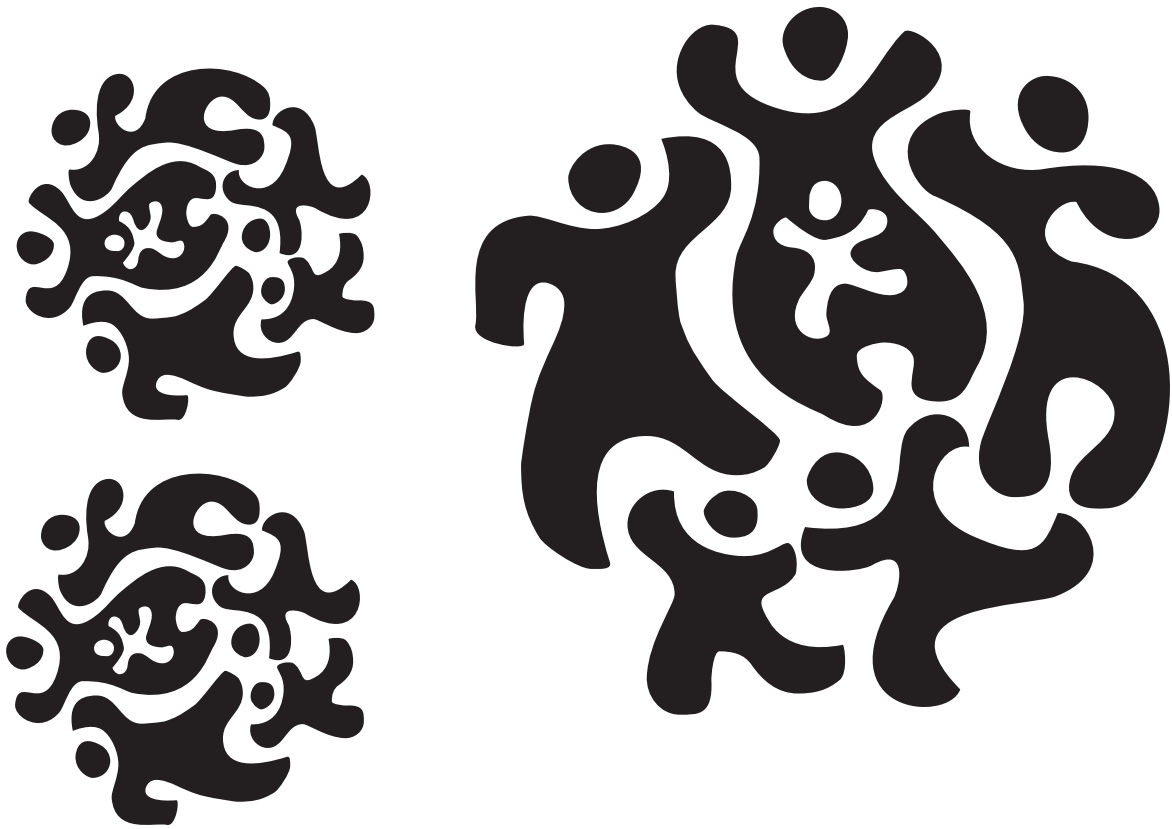


Artwork for 2 inch square stickers. Photocopy and cut:



This artwork is available online at <http://www.hss.state.ak.us/fas/>

Photocopy and use as appropriate:



Pregnant?
Choose to be
alcohol free!

Pregnant?
Choose to be
alcohol free!

www.hss.state.ak.us/fas/

Pregnant?
Choose to be
alcohol free!



Alaska's Comprehensive FAS Project Fetal Alcohol Syndrome



Office of FAS

Office of FAS, State of Alaska,
DHSS Divisions of Behavioral Health
(877) 393-2287 toll-free statewide
(907) 465-3033 Juneau
www.hss.state.ak.us/fas
fas@health.state.ak.us

In 1998, the State of Alaska began a renewed effort to address the devastating problem of prenatal exposure to alcohol, and the resulting life-long birth defects, establishing the Office of Fetal Alcohol Syndrome within the Department of Health and Social Services (DHSS).

The mission of the Office is *to prevent all alcohol-related birth defects and to improve the delivery of services to those individuals already affected by fetal alcohol spectrum disorders (FASD).*

To meet this mission, four (4) primary goals have been established to address FASD across the state of Alaska:

1. Prevent fetal alcohol spectrum disorders (FASD)
2. Diagnose children as early as possible
3. Improve lifelong outcomes for individuals with FASD through improved services
4. Document our progress and evaluate program outcomes

Project Funding

In October 2000, with the help of Senator Ted Stevens, the state entered into a 5-year, \$29 million cooperative agreement with DHHS Substance Abuse and Mental Health Services Administration (\$5.8 million per year) to initiate a statewide comprehensive, integrated approach to FAS prevention and systems improvement. These funds greatly enhanced the initial seed grant funding received in January 1998 from the Alaska Mental Health Trust Authority to initiate a renewed focus on fetal alcohol syndrome.

Prevalence of FASD in Alaska

With funding from the Centers for Disease Control and Prevention (CDC) Alaska is one of five state's who have developed a standardized, multi-source FAS surveillance method that can begin to provide consistent and comparable FAS prevalence rates across the country.

- ▲ Alaska has the highest rate of FAS among the five FASSNet states at 1.6 per 1,000 live births;
- ▲ Approximately 163 infants are born each year in Alaska who have been affected by maternal alcohol use during pregnancy;
- ▲ Alaska Natives have a FAS prevalence rate of 4.8 per 1,000 live births;

Project Highlights

In developing a comprehensive FASD project in Alaska our approach is community-driven with a focus on systems change and program improvement. We have placed a strong emphasis on the inclusion of families and caregivers as critical partners in our plan, as well as strong multidisciplinary partnerships with those many disciplines impacted by the effects of disabilities resulting from prenatal exposure to alcohol.



- ▲ **Over 30 community-based grants** have been distributed to local non-profit organizations across Alaska with focus on FASD prevention, training and educational services, improved services for individuals affected by FASD, diagnostic services, and treatment services for women at risk for giving birth to a child affected by prenatal exposure to alcohol.
- ▲ **Community-based FASD Diagnostic Teams** – 13 developing teams from Nome to Ketchikan. Since March of 1999, when our first team diagnosis was made, approximately 500 diagnoses have been completed.
- ▲ **Statewide Knowledge, Attitudes, Beliefs and Behaviors (KABB) Survey** – beginning in April 2002 over 4,000 KABB surveys were mailed to: pediatricians; OB-GYNs; family practice doctors, public health nurses; educators; substance abuse providers; social workers; and juvenile/adult corrections workers. With over a 70% return rate, survey results will be ready for distribution in June 2004.
- ▲ **Public Education/Media Campaign** – a statewide multimedia campaign that includes TV, radio, print ads and placement posters premiered September 9, 2002 in conjunction with International FAS Awareness Day. Two campaign themes have been developed:
 - ▼ *I Have the Power to Prevent FAS*
 - ▼ *Thankfully There are People Who Will Help Her...Are You One of Them?*
- ▲ **Partnership with the state Department of Education and Early Development (EED)** to improved the state's educational system and how it serves those children and youth affected by disabilities associated with prenatal exposure to alcohol.
- ▲ **FASD Training** – training of all service providers across Alaska is critical to sustainable systems change. Through the development and offering of a standardized FAS 101 training and our annual FAS summit, people across Alaska are receiving training in FASD. During FY04 approximately 1,500 Alaskan providers received FAS 101 training

International FAS Awareness Day

September 9, 2004

The Office of FAS would like to hear about your FAS Awareness Day events. If you could take the time to answer a few questions and mail this back to us, it would be appreciated.

Name: _____

Community: _____

Phone: _____ **Email:** _____

1. What activities or events did you do?

2. About how many people participated? _____

3. Did you produce materials for your event? _____

(Please attach examples of posters, flyers, etc...)

4. Did you distribute other materials? _____

(e.g., FAS knots, bio-degradable balloons)

5. Any other information you want to include?

6. Any changes in your organization that you would like us to know about?

If you have pictures you would like to share, send them to us, as well. We will include them on our website, in our newsletter or in future presentations. Feel free to mail or e-mail your pictures to us at, FAS@health.state.ak.us.

We are looking forward to hearing from you and appreciate that you have taken the time to answer. The Office Of FAS would like to wish everyone a wonderful FAS Awareness Day. What you are doing is making a positive difference.

Please detach, fold, stamp and mail in!



Department of Health and Social Services
Office of Fetal Alcohol Syndrome
POB 110609
Juneau, AK 99811-0609
